



ROBERT H. LURIE  
COMPREHENSIVE CANCER CENTER  

---

OF NORTHWESTERN UNIVERSITY

**Robert H. Lurie Comprehensive Cancer Center of Northwestern University**

## **BRAND GUIDELINES**

### **Name Usage**

The **Robert H. Lurie Comprehensive Cancer Center of Northwestern University** is to be used on first reference in all signage and print materials, including press releases, publications and letterhead.

On second and all subsequent references in the same document, use the **Lurie Cancer Center**.

No other derivations of the formal name should be used.

### **The Robert H. Lurie Comprehensive Cancer Center of Northwestern University Logo**

The Logo is the Lurie Cancer Center's signature and primary identification tool. As such, it is critical that the usage be consistent, effective and appropriate.

### **Corporate Colors**

Purple (PMS 267)

Black

**Please contact Jennifer Bowker, Manager of Communications at 312.695.0502 or [j-bowker@northwestern.edu](mailto:j-bowker@northwestern.edu) for:**

- Electronic artwork files and templates
- Questions about the Lurie Cancer Center Logo and /or name usage

Note: Prior approval is required for use of the Logo on flyers or announcements.